

2020 Regional Census Complete Count Committee Meeting

MAY 21, 2020
3:00 – 5:00 PM
Via WEBEX

The meeting was brought to order by Erlinda Portillo at 3:05 pm.

1. **Approval of Minutes** - Minutes of April 16 Minutes were presented for approval. Liz Reed moved to approve the Minutes, John Gratton seconded. Motion carried.
2. **Update on State Census Funding** - Liz Reed and Pat Bieber reported Census grant 1 ends on June 30. Currently, there is a \$5,129.79 uncommitted in census grant 1. There are outstanding invoices from the contracted media, marketing and CAASNEM/Empowerment Congress etc.
3. **Update from U. S. Census Bureau** – Liz referred the committee to the emails she has forwarded from the Bureau.
4. **Revised CCCC Outreach Plan** – Liz reminded the committee of the process that was used last fall to develop the outreach strategy, including the Scope of Work in census grant 1 (Intergovernmental agreement with the state). She suggested that perhaps the committee needs to consider a revised Outreach Plan under the circumstances created by COVID. She asked for ideas or new strategies to reach people other than what we are currently using, i.e., flyers, poster, the proposed door hangers. Since we don't know when we will be able to go out on personal contacts, we need to come up with creative ways to reach especially the hard to count areas. Catherine asked if we are working on data or do we have data on how to reach the people in hard to reach areas such as Hatch, Salem, etc. Liz responded that we have placed flyers in grocery stores, the post office, Ben Archer, restaurants doing take-outs, etc. 2020 Census Self-Response Map - <https://2020census.gov/en/response-rates>.
5. **Update from CCA Empowerment Congress** - Daisy Maldonado, Empowerment Congress added that the promotoras had been to the Radium Springs and Hatch area in March prior to COVID and that under the potential second contract, CAASNEM/Empowerment Congress hopes to send out the promotoras with door hangers during July 10 to August 9 to make literature drops. Personal/door-to-door operation is discouraged when the U.S. Census Bureau starts the Non-Response Follow Up operation starting on Aug. 10th. They will continue the phone banking to reach residents in hard to count communities from July 1 to October 31. She suggested setting up a What's App group and continuation of text messaging as well during this period. Luce asked when the

promotoras had contacted the 21,000 homes and Daisy responded that it was from January 6 to March 14 prior to COVID causing pivoted strategy to phone banking. She reported that from January to March they had 11,082 household contacts with 3,340 conversations and 1,170 pledges. In April, they attempted 13,302 phone calling, had 3,654 conversations and 1,377 pledges and 1,659 people stated they completed census questionnaire and from May 1 through 18 they had

6. **Roseanne Bensley, NMSU** – They continue to utilize their online resources such as Banner, the student canvassing page, NMSU Hotline, Newsletter and the housing community to send out Census information.
7. **Erlinda Portillo, Dona Ana County** – Outreach report attached
8. **Karla Walton, City of Las Cruces** – The City is putting out a press release on May 22, 2020 and will include a second Census insert in the June utility bills reaching around 39,000 customers.
9. **Paul Dulin, Education Committee** – Mentioned the upcoming Education Subcommittee meeting on May 26 that Liz Reed scheduled.
10. Next Meeting: June 18, 2020

Meeting adjourned at 3:58 pm